MarCum TECHNOLOGIES

PROFESSIONAL ICE SONAR AND UNDERWATER VIEWING SYSTEMS

2012/2013

Rapala
StrikeMaster
ICE AUGERS

THE SECRETS THAT LIE BENEATH...

. . . are secrets no more, thanks to recent sonar and underwater viewing breakthroughs from new electronics category leader MarCum Technologies. At MarCum we're in the angling intel business—arming you with every possible edge. From the most powerfully vivid underwater video and sonar images to a full armada of fish-catching data, MarCum constantly stretches and explodes the outer limits of possibility.

PROFESSIONAL SONAR ICE SYSTEMS

Military-grade engineering drives MarCum to design, test and build the finest ice sonar technology in the game. We've never been steered by the competition, rather we're constantly rewriting the technological playbook. Scan our lineup of MarCum Ice Sonar Systems and select your weapon of choice. From the pro tournament angler or guide to the casual or even beginning angler, there's a MarCum built just for you.

UNDERWATER VIEWING SYSTEMS

Ever wonder what was really going on down there? Or wanted to know what your sonar was trying to show you? MarCum Underwater Viewing Systems provide these answers and more, opening up a whole new world of underwater discovery. Ice anglers as well as tournament bass, walleye and saltwater pros increasingly utilize MarCum camera systems as secret prefishing tools. Uncover unknown fish zones, identify target species, verify cover and fish presence—reveal big tournament winning fish without showing your hand. From Midwest lakes to wrecks and reefs in the Gulf of Mexico and beyond, MarCum systems reveal lunkers and their secret locations. Deploy, discover and conquer.

UNDERWATER VIEWING SYSTEMS

Teamed with the industry's finest camera optics, MarCum systems play rich vivid color images on spacious LCD viewscreens. Maxed out resolution, definition and sunlight viewability make these video viewing systems the undisputed new category leader. Plus, a complete array of on-screen adjustments and display data put valuable fish-pattern intel right at your fingertips.

Sony Super HAD II CCD, the most powerful lowlight capable image sensor produces unmatched image quality

High resolution flat panel LCD delivers superior screen detail

Solar Intelligent Technology offers 100% daylight viewability

Relative direction on-screen arrow indicator displays the direction that the camera is pointing

On-Screen Display Technology delivers critical information on the monitor: Temp, Depth and Battery voltage

Color Kill Technology affords the best possible image in color and black and white

MarCum's exclusive Auto Camera Panner provides 360° motorized rotation with the push of a button

VS825SD

- 8-inch Flat Panel, Hi-Res, Switchable Color/B&W LCD
- 800 x 600 pixel resolution
- Waterproof Display with Video Out
- Properly matched 4:3 aspect Camera & Monitor
- Sony Super HAD II CCD, 1/3" image sensor .01 lux camera, with 75-feet of cable
- Solar Intelligent® Display
- On-Screen Relative Direction, Depth, Temp and Battery Voltage
- On-Screen information can be displayed in Metric units
- Calibrated for Fresh or Salt Water Use
- 12-volt 9-amp Rechargeable Battery
- Darkwater® LED Lighting Technology
- Soft Pack Shuttle, 12-volt 9-amp Battery, 3-stage Automatic Battery Charge and Down-view/Stabilizer Fin
- MarCum Automatic Camera Panner included in box
- Made in the USA with US and imported parts

VS625SD

- 6-inch Flat Panel, Hi-Res, Switchable Color/B&W LCD
- 640 x 480 pixel resolution
- Waterproof Display with Video Out
- Properly matched 4:3 aspect Camera & Monitor
- Sony Super HAD II CCD 1/3" image sensor .01 lux camera, with 75-feet of cable
- Solar Intelligent® Display
- On-Screen Relative Direction, Depth, Temp and Battery Voltage
- On-Screen information can be displayed in Metric units
- Calibrated for Fresh or Salt Water Use
- 12-volt 9-amp Rechargeable Battery
- Darkwater® LED Lighting Technology
- Soft Pack Shuttle, 12-volt 9-amp Battery, 3-stage Automatic Battery Charger and Down-View/Stabilizer Fin
- MarCum Automatic Camera Panner included in box
- Made in the USA with US and imported parts

VS385C

NEW

- 7" Wide screen Flat panel, Hi-Res, Switchable Color/B&W LCD
- 800 X 480 Pixel resolution
- Waterproof Display with Video Out
- Sony Super HAD II CCD 1/3" image sensor .01 lux camera, with 75-feet of cable
- Darkwater® LED Lighting Technology
- Soft Pack, 12-volt 7-amp Rechargeable Battery, Battery Charger and Down-View/Stabilizer Fin included
- 3-stage Automatic Battery Charger included

VS385

NEW

- 7" Wide screen Flat panel, Hi-Res, B&W LCD
- 800 X 480 Pixel resolution
- Water Proof Display with video out
- Sony Super HAD CCD, 1/4 " Image Sensor, .05 lux camera with 75-feet of cable
- Darkwater® LED Lighting Technology
- Soft Pack, 12-volt 7-amp Rechargeable Battery, Battery Charger and Stabilizer Fin included
- 3-stage Automatic Battery Charger included

PROFESSIONAL DIGITAL SONAR ICE SYSTEMS

From the ice age to the digital age, the LX Series has forever transformed the game of interactively hunting fish on frozen water. Imbued with over a decade of cutting edge sonar engineering, each system contains the optimal blend of sonar DNA from MarCum LX Flasher and Digital Fish Finding technologies.

LX-9 SONAR/CAMERA SYSTEM

- Underwater Camera/Sonar with DVR combo
- 8-inch Flat Panel (800 x 600px) Color LCD with Video out
- Intelligently managed sonar engine, driven by 4800-watts PtP
- Four user-selectable sonar color palettes
- User-defined on-screen "Dashboard" displays digital depth, battery voltage, range, sensitivity (SENS), interference rejection (IR), target adjust, or any combination thereof
- "Multifaceted Sonar Display" LCD windows - "water column vertical," vertical zoom, flasher-dial and traditional widescreen graph displays
- Industry-exclusive Sonar Footprint technology displays area of bottom coverage at any depth, with either 8° or 20° transducer cone angles (ex: 20° – 32ft depth - 11.3 ft 'footprint diameter')
- MarCum sonar features—
  - Patented Infinitely Adjustable Zoom and Bottom Lock Zoom
  - Patented 12-level Interference Rejection (IR)
  - Adjustable Scroll/Ping rates
  - Transducer offset settings
  - Chart zoom
  - fish ID with Depth
- Color/B&W Camera w/on-screen displays of: Temp, Depth, Relative Direction
- User defined screen options include; All camera, all Sonar, Split screen, & heads up display {HUD}. Built in DVR for recording and on-screen playback. Records to SD card. Video out & Video in. Solar intelligent display, Darkwater® LED Lighting Technology Onscreen information displayed in standard, metric, w/ multiple language options. Sony Super HAD II CCD, .01 lux camera with 75-feet of cable
- Includes rechargeable 12-volt 9-amp battery, automatic charger and deluxe padded softcase
- Snow Shield Faceplate included
- MarCum Automatic Camera Panner Included
- Temperature Capable when used with optional High-Speed Transducer
- Made in the USA with US and imported parts

LX-7 SONAR SYSTEM

- 8-inch LCD (800 x 600px) color display
- Four user-selectable color palettes
- User-defined on-screen "Dashboard" displays digital depth, battery voltage, range, sensitivity (SENS), interference rejection (IR), target adjust, or any combination thereof
- "Multifaceted Sonar Display" LCD windows - "water column vertical," vertical zoom, flasher-dial and traditional widescreen graph displays
- Industry-exclusive Sonar Footprint technology displays area of bottom coverage at any depth, with either 8° or 20° transducer cone angles (ex: 20° – 32ft depth - 11.3 ft 'footprint diameter')
- MarCum sonar features—
  - ½" Target separation
  - Patented Infinitely Adjustable Zoom and Bottom Lock Zoom
  - Patented 12-level Interference Rejection (IR)
  - Adjustable Scroll/ping rate
- Fully user-defined "Dashboard" displays digital depth, battery voltage, range, gain, IR, target adjust, or any combination thereof
- Adjustable Night-Vis Backlight
- Includes rechargeable 12-volt 9-amp battery, automatic charger and deluxe padded softcase
- Snow Shield Faceplate Included
- Temperature Capable when used with optional High-Speed Transducer
- Made in the USA with US and imported parts

LX-6 SONAR SYSTEM

- 6-inch (640 x 480px) Color LCD
- Four user-selectable color palettes
- User-defined on-screen "Dashboard" displays digital depth, battery voltage, range, sensitivity (SENS), interference rejection (IR), target adjust, or any combination thereof
- "Multifaceted Sonar Display" LCD windows - "water column vertical," vertical zoom, flasher-dial and traditional widescreen graph displays
- Industry-exclusive Sonar Footprint technology displays area of bottom coverage at any depth, with either 8° or 20° transducer cone angles (ex: 20° – 32ft depth - 11.3 ft 'footprint diameter')
- MarCum sonar features—
  - ¾" Target separation
  - Patented Infinitely Adjustable Zoom and Bottom Lock Zoom
  - Patented 12-level Interference Rejection (IR)
  - Adjustable Scroll/ping rate
- Fully user-defined "Dashboard" displays digital depth, battery voltage, range, gain, IR, target adjust, or any combination thereof
- Adjustable Night-Vis Backlight
- Includes rechargeable 12-volt 9-amp battery, automatic charger and deluxe padded softcase
- Snow Shield Faceplate included
- Intelligently managed sonar engine, driven by 4800-watts PtP (600-watts RMS)
- Temperature Capable when used with optional High-Speed Transducer
- Made in the USA with US and imported parts

PROFESSIONAL FLASHER-SONAR ICE SYSTEMS

Still the most powerfully advanced flasher-sonar ever built, MarCum systems win with dazzlingly bright and crisp color images—bottom, vegetation, fish, baitfish, your lure, all displayed with the highest resolution available in a commercial grade flasher. As strikingly red as a bull bluegill's flared gills, MarCum's team colors scream dominance on ice.

LX-5 ICE SYSTEM

- 2,500-watts power
- Dual Beam 8/20 degree Transducer
- Super Fine Line Technology - produces ¾ inch Target Separation – anywhere in the water column, and in Zoom Mode
- Patented - Infinitely Adjustable Zoom
- Patented - 12-level Interference Rejection
- Patented - True-Color® Display - Provides the best resolution and the most vivid display on the market
- Snow Shield Faceplate included
- Deluxe Padded Soft Pack included
- 12-volt 9-amp battery included
- 3-Stage Automatic Battery Charger included
- Two year warranty
- Made in the USA with US and imported parts

LX-3TC ICE SYSTEM

- 2,000-watts power
- 20-degree Transducer
- 1.5″ Target Separation - 1″ in Zoom Mode
- Patented - Infinitely Adjustable Zoom
- Patented - 12-level Interference Rejection
- Patented - True-Color® Display - Provides the best resolution and the most vivid display on the market
- Snow Shield Faceplate included
- Padded Soft Pack included
- 12-volt 9-amp battery included
- 3-Stage Automatic Battery Charger included
- Two year warranty
- Made in the USA with US and imported parts

VX-1P ICE SYSTEM

- 1,000-watts of power
- 20-degree Transducer
- 2″ Target Separation
- 5′ Bottom Lock Zoom
- Red Padded Soft Pack included
- 12-volt 7-amp Rechargeable Battery
- 3-Stage Automatic Battery Charger included
- 6 levels of Interference Rejection
- Two year warranty
- Most feature- and value-rich ice sonar system available
- Made in the USA with US and imported parts

SHOWDOWN DIGITAL FISHFINDER SYSTEMS

Digital, logical and precise. It's why ShowDown systems continue taking over the sport. They're the "smart sonars" of the ice fishing scene. These portable, even handheld, ice units call on top level sonar engineering to load patented MarCum features right into an iPod® sized device.

SHOWDOWN DUAL BEAM 5.6

- Higher contrast display produces better resolution
- Dual Beam 8/20 Degree Transducer
- 8,000-watts Peak-to-Peak Power
- ½-inch Target Separation
- Auto Bottom Lock Zoom – adjusts to the bottom 25% of the water column
- Moveable Zoom – Infinitely adjustable, anywhere in the water column
- 10 levels of Interference Rejection
- Surface clutter elimination
- 25 Sensitivity settings
- 240-foot Range with Auto Depth Scale function
- Daylight Viewable Backlit Display
- Ice-Mode activates Internal Heater to aid LCD in extreme conditions
- No moving parts - Maximizes run-time between charges
- Soft Pack, Rechargeable Battery and Three Stage Automatic Charger included
- 12-volt 9-amp Battery included
- Made in the USA with US and imported parts

SHOWDOWN 5.6

- Higher contrast display produces better resolution
- 20-degree Transducer
- 8,000-watts Peak-to-Peak Power
- ½-inch Target Separation
- Moveable Zoom – Infinitely Adjustable, anywhere in the water column
- 10 levels of Interference Rejection
- Surface clutter elimination
- 25 Sensitivity settings
- 240-foot Range with Automatic Depth Scale function
- Auto Bottom Lock Zoom - adjusts to the bottom 25% of the water column
- Daylight Viewable Backlit Display
- Ice-Mode activates Internal Heater to aid LCD in extreme conditions
- Soft Pack, Rechargeable Battery and Three Stage Automatic Charger included
- 12-volt 9-amp Battery included
- Made in the USA with US and imported parts

SHOWDOWN TROLLER 2.0

- 5-inch Vertical LCD Display
- New Automatic bottom lock zoom
- 20-degree Transducer with 6′ cable
- Up to 4,000-watts Peak-to-Peak Power
- 2-inch Target Separation
- 120-foot Range with Auto Depth Scale function
- 25 Sensitivity settings
- 10 IR (noise) settings
- 12-volt or 6 AA Power capabilities w/battery status indicator
- Runs 20 hours continuous on 6 AA (not included)
- Daylight Viewable Backlit Display
- Ice-Mode activates Internal Heater to aid LCD in extreme conditions
- Made in the USA with US and imported parts

LX-i HANDHELD SONAR

- 2,500-watts power
- 12-degree cone angle
- 20 hours of continuous runtime
- Automatic Shut-Off extends battery life
- Soft Carry Case included
- Powered by CR-P2 6-volt lithium battery included
- Top mounted Digital Display
- Fish Alarm and Low Battery indicators
- Made in the USA with US and imported parts

SONAR & UNDERWATER VIEWING SYSTEM ACCESSORIES

SHOWDOWN TROLLER PERFORMANCE PACK

Performance Pack includes Neoprene Soft Pack, Quick-Connect Sonar Shuttle, Adjustable Transducer Arm and 12-volt wiring harness. Three-stage Auto Battery Charger also included.

Item No.	SHWDT-PP

MARCUM DUAL BEAM TRANSDUCER

Replacement dual beam 8° or 20° ice transducer for MarCum Sonar products. 8′ of cable.

For Model No.	Item No.
LX-5, LX-6, LX-7, LX-9	LXDB
Showdown 5.6 Dual Beam	SDDBT

MARCUM 20 DEGREE TRANSDUCER

Replacement 20° ice transducer for MarCum Sonar products. 8′ of cable.

For Model No.	Item No.
LX-1, LX-2, LX-3, LX3TC	LXD
All VX Series, GSX, VXR	VXD
Showdown 5.6/Troller	SDT

REMOTE CONTROL PANNING DEVICE

Lower any underwater camera to the proper depth. Lock the cable into the Panner's special clip. Place the Camera Panner over the ice hole, grab the remote control and with a push of a button scan a full panoramic 360-degrees below the ice. Runs on 2 "C" batteries (not included).

Item No.	CP1

12 V REPLACEMENT BATTERY

Replacement 12 Volt 7 or 9 amp hour batteries for use in MarCum Sonar & Underwater Viewing systems.

For Model No.	Item No.
VS825SD, VS625SD LX-9, LX-7, LX-6, LX-5, LX-3TC Showdown 5.6 (both models)	9A - BATT129
VS385, VS385C, VX-1P	7A - BATT127

LX-i 6 V REPLACEMENT BATTERY

Replacement battery for the LX-i digital handheld sonar.

For Model No.	Item No.
LX-i	LXiB

SNOW SHIELD

Keep Snow, Sleet, Rain, and anything else mother nature can dish out off your screen.

For Model No.	Item No.
LX-6	SS2
LX-7, LX-9	SS3

SNOW SHIELD

Keep Snow, Sleet, Rain, and anything else mother nature can dish out off your flasher.

For Model No.	Item No.
LX-5, LX-3TC, VX-1P (Round)	SS1

NEW

LX SERIES UNIVERSAL OPEN WATER DUAL BEAM TRANSDUCER w/TEMP SENSOR

Dual beam transducer can be mounted to the transom or trolling motor with one universal bracket system.

For Model No.	Item No.
LX-1, LX-2, LX-3, LX-3TC, LX-5, LX-6, LX-7, LX-9	ULXDBT

VX SERIES TROLLING MOTOR TRANSDUCER KIT

20 degree transducer and everything you will need to convert your ice system over for open water use.

For Model No.	Item No.
VX-1, VX-1Pro, GSX, VXR	VXP

VX SERIES HIGH SPEED TRANSOM TRANSDUCER KIT

20 degree transducer and everything you will need to convert your ice system over for open water use.

For Model No.	Item No.
VX-1, VX-1Pro, GSX, VXR	VXHS

MarCum TECHNOLOGIES

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